

# Jon Zmikly

## MEDIA SPECIALIST

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### OBJECTIVE:

Assistant Professor, New Media

### EDUCATION:

Master of Arts, Texas State University-San Marcos, San Marcos, TX; May 2009

Major: Media Studies

Concentration: New Media

Bachelor of Applied Arts, Central Michigan University, Mount Pleasant, MI; December 2006

Major: Broadcast and Cinematic Arts

Minor: Media Design, Production & Technology

### TEACHING EXPERIENCE:

#### Graduate Teaching Assistant; August 2007 – May 2009

Texas State University, School of Journalism and Mass Communication, San Marcos, TX

- Teach writing techniques and assist composition of print, web and broadcast news stories
- Grade assignments and tests, focusing on news style, AP style and grammar, spelling and punctuation

#### Executive Producer, Bobcat Update; August 2008 – December 2008

School of Journalism and Mass Communication, Texas State University, San Marcos, TX

- Assigned news stories to students in TV News class and taught nonlinear editing using Final Cut Express
- Created rundown, wrote teases, and organized show elements for 15-minute news program airing biweekly

#### Graduate Research Assistant; May 2008 – August 2008

Texas State University, School of Journalism and Mass Communication, San Marcos, TX

- Analyzed New York Times and San Jose Mercury News articles for references on social networks
- Input data and coded information using Microsoft Excel and SPSS

#### Promotional Assistant; May 2007 – January 2008

CBS Radio, WOMC-FM, Oldies 104.3, Ferndale, MI

- Endorsed and promoted station during special events
- Interviewed listeners and uploaded multimedia onto station website daily
- Organized monthly schedule for daily promotions and attended weekly promotional meetings

### RELATED PROFESSIONAL EXPERIENCE

#### Video/Drama/Production Team Leader; August 2004 - May 2006

Standing in the Gap Christian Fellowship, Mount Pleasant, MI

- Organized, produced, and edited videos and drama presentations
- Orchestrated production with lights and sound weekly, and led weekly meetings with three team members

## INTERNSHIPS:

### **Blogger Intern; September 2008 – March 2009**

Interactive Department, SXSW, Austin, TX

- Wrote blog posts on tech news, upcoming events, and answered frequently asked questions about the conference
- Participated in weekly tech and panel meetings to prepare for the SXSW Interactive festival

### **Newsroom Intern; January 2006 – May 2006**

WWTW & WWUPTV, 9 and 10 News/Heritage Broadcasting, Cadillac, MI

- Wrote stories and assisted reporters on stories
- Utilized nonlinear editing software to create packages for broadcast

### **Production Department and Newsroom Intern; May 2005 – August 2005**

WOOD/WOTV/WXSP, WOOD TV 8, Grand Rapids, MI

- Worked with production crew in studio and generated computer graphics and name keys for evening news
- Followed stories and wrote script with reporters and produced package on temporary police station

## ACHIEVEMENTS AND LEADERSHIP EXPERIENCES:

Outstanding Graduate Assistant: School of Journalism and Mass Communication; April 2009

Outstanding Graduate Student: School of Journalism and Mass Communication; April 2009

First Place in Magazine Format Show for Studio B: NBS Regional Conference; May 2008

President: Student Television at Texas State; Fall 2008 – May 2009

Be A Bobcat Award: Texas State University-San Marcos; Fall 2008

President: Standing in the Gap Christian Fellowship; Fall 2004 – Spring 2006

Student Representative: Media Design, Production, and Technology Minor; Fall 2005 – Spring 2006

Air Ace of the Week: WMHW-FM Modern Rock 91.5; Spring 2003

## INTERNATIONAL EXPERIENCE

Tijuana, Mexico: Compañeros en Ministerio Missions Organization; Spring 2004 – Spring 2006

## MEDIA COMPETENCIES

Proficiency: Adobe Photoshop CS3, Final Cut Express, Sony Vegas Studio, iMovie, Microsoft Office, Internet Applications

Novice Level: Adobe Flash CS3, Adobe Dreamweaver CS3, Final Cut Pro, HTML, XHTML

Basic Functionality: JavaScript, Adobe Illustrator CS3, Adobe InDesign CS3, MySQL, Ruby on Rails, PHP

## WEB PORTFOLIO

<http://www.jonzmikly.com/final>

- Webmaster – Designed, coded and produced as a final assignment for new media class (may take time to load)

<http://www.txstatemgtv.com>

- Webmaster – Designed, coded and updated for student organization

<http://sxsw.com/node/481>

- Blog and video package for Maker Faire: Austin

<http://sxsw.com/node/355>

- Blog and interview with Jeff Petry of Challenge Games in Austin

<http://sxsw.com/node/772>

- Austin Trail of Lights music video

<http://sanmarcoscommunitychurch.org/>

- Webmaster - update announcement loop weekly

<http://sxsw.com/node/703>

- Blog example - created for SXSW Interactive